





WED, MAR 10

WICT SENIOR EXECUTIVE SEMINAR

March 10 - 11, 2021

Daily Schedule





<p>8:30 - 9:00 am PT 11:30 am – 12:00 pm ET</p>	<p>Program Introduction <i>Online Live Session</i> George Foster  Robert Siegel </p>
<p>9:00 - 10:10 am PT 12:00 – 1:10 pm ET</p>	<p>Lessons from the Field: Making Partnerships Productive <i>Online Live Session</i> Robert Siegel </p> <p>Join returning GSB faculty co-director, Robert Siegel, and Sabrina Ellis, Vice President of Product Management at Google, for an illuminating discussion of successful partnerships by examining a Google case study. This important conversation will explore whether Google should actively market its Android brand and the impact it may have on their business relationships. This case study will challenge you to weigh in on what is more important for Google's business model – pushing technological innovation via tight product integration or maintaining an "open platform."</p>
<p>10:10 - 10:30 am PT 1:10 – 1:30 pm ET</p>	<p>Break / Q&A <i>Online Live Session</i></p>
<p>10:30 - 11:40 am PT 1:30 – 2:40 pm ET</p>	<p>Crisis Management at Zoom Video and the Heritage of a Classic / Not-So-Classic Silicon Valley New Venture <i>Online Live Session</i> George Foster </p> <p>Join returning faculty co-director George Foster and Aparna Bawa, Zoom's Chief Operating Officer, for a session that will take you back to early 2020 when Zoom encountered an unprecedented and unplanned surge in site usage due to the increased number of remote workers brought on by the pandemic. That, coupled with its security breaches and Zoom-bombing, propelled Zoom management to respond swiftly and effectively during these trying times. The session will also delve into the heritage of Zoom executives from other companies, and how the Silicon Valley recruiting machine operates. Unlike many Silicon Valley companies, Zoom proclaims "bringing happiness to its customers and employees" as a key mission.</p>
<p>11:40 am - 12:00 pm PT 2:40 – 3:00 pm ET</p>	<p>Q&A <i>Online Live Session</i></p>

THU, MAR 11

WICT SENIOR EXECUTIVE SEMINAR

March 10 - 11, 2021

Daily Schedule

<p>9:00 - 10:10 am PT 12:00 – 1:10 pm ET</p>	<p>The Human Factor - How do Your Customers Make Decisions? <i>Online Live Session</i> Szu-chi Huang </p> <p>In this session, you will be challenged to explore your understanding of human behavior and psychology. Contemporary approaches to business emphasize the importance of adopting a consumer focus, though in practice, this approach can be problematic since we don't intrinsically know how humans behave or make decisions. You will come away from this discussion with three critical guidelines to help you lead your business and market your product or service with a deeper understanding of the human psychology behind decision making.</p>
<p>10:10 - 10:30 am PT 1:10 – 1:30 pm ET</p>	<p>Break / Q&A <i>Online Live Session</i></p>
<p>10:30 - 11:40 am PT 1:30 – 2:40 pm ET</p>	<p>Building Inclusive Organizational and Team Cultures <i>Online Live Session</i> Sarah Soule </p> <p>Based on the compelling data, most leaders realize that they need to increase the diversity of their workforce, boards and management teams. To that end, some organizations have made successful strides toward achieving their diversity goals. Among those who have moved the needle on diversity, however, many are struggling to retain women and underrepresented minorities. That is, they are discovering that diversity efforts will continue to be an uphill battle if they are not able to build an inclusive culture of belonging. This session delves into how and why culture matters to diversity, equity, and inclusion goals, and covers proven ways to design a culture of belonging in your organization.</p>
<p>11:40 am - 12:00 pm PT 2:40 – 3:00 pm ET</p>	<p>Program Wrap Up <i>Online Live Session</i> George Foster  Robert Siegel </p>